

Organ at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

The Right Goods at the Right Prices Will Always Do the Business

Wisdom and Folly Are Very Near Neighbors

It was Josh Billings who said the trouble with some educated people is not that they know so many things, but that—they often "know so many things that are not so."

Truly, "all is not gold that glitters," nor can we receive as actual truth everything that passes current in the conversations by the way.

To repeat innocently the commonplaces of the day can only be done safely in a guarded way.

We must carry a good, clear head with us all the time.

[Signed]

John Wanamaker

May 12, 1921.



A New Group of Fine and Distinctive Wraps

They have just come into the Women's Coat Salons, and they are such lovely garments that every woman who wears wraps of this quality will be sure to covet one of them. Exquisitely soft and fine silk-and-wool duvetyne, silk bolivias and eboras; in graceful wrap, cape or loose-coat models, and most beautifully fashioned and finished. They have just the warmth—without weight—that our customers like for this season. And many, by adding a fur-piece, will find them right for another Winter's wear. The colors are black, navy blue, Sorrento blue, and exquisite new shades of brown, tan, fawn and gray. A few are trimmed with Summer furs. One of a kind. Priced \$100 to \$300. (First Floor, Central)

Women Will Welcome These Delightful Dresses of White Silk Jersey

Those who say it is to be a "white" season are confirmed in their prophecy by these dresses of white silk jersey. Every woman who sees them will certainly wish to wear one. A very charming all-white model is trimmed with deep silk fringe. Another has just a touch of color in red-and-blue bead work. A third, with long swinging panels, is bound with narrow black ribbon. One of the prettiest models has a coat effect of colored silk jersey over the white silk jersey gown—the coat of navy, jade or black, with effective embroideries. Prices are modest, indeed, for gowns of their effectiveness—\$32.50 to \$57.50. (First Floor, Central)

Girls' White Dotted Swiss Dresses

Crisp and Cool—\$8.50

Not expensive—and all the bother of making them is saved when mothers can get such attractive, moderately priced dresses as these for their daughters. The dresses are of white dotted Swiss, they have collars, frills, cuffs and sashes which tie in the back and are of pink or pale blue, and they have smocking in the front. 6 to 12 year sizes.

Other New White Dresses

For May Day processions, for church exercises and for other wear are of white voile, of white batiste, organdie or lawn and are made in numbers of new and delightful styles; suitable for little girls of 6 to 14 years. \$8.50 to \$23.50. (Second Floor, Chestnut)

Embroidered Flouncings \$1.25 a Yard

Soft white batiste flouncings, with scallops and dots embroidered in any number of pretty Summer colors—gold, pink, a cool green, light blue, French blue, brown and American blue are the colors. (First Floor, Chestnut)

Those Large, Flat Straw Hats in Gay Colors

which women like to wear so much this Spring and Summer are here in the most fashionable straws and shapes and hues.

They start at \$1.50 each—the untrimmed hats—and go on up—\$2.25, \$4.50, \$5 and up to \$7.50. They are of yedda and many fancy weaves. Some have flat brims, some mushroom brims. And they come in all the gay sweater and pastel shades.

Close by are wreaths of wayside flowers, bunches of flowers, grasses, foliage, grapes, small fruits and berries with which to trim them. (Second Floor, Chestnut)

Fine Blouses for Many Occasions

"Costume" blouses they are called, and they do transform a tailored suit into a costume, or, added to a handsome skirt, give the final touch.

There are overblouses and other blouses—some of crepe de chine, some of Canton crepe, and others of glistening satin or of Georgette.

Many of the new blouses have Peter Pan collars, though there are models with long roll collars, too.

All the fashionable colors are here as well as any number of dainty white blouses. \$5.75 to \$65. (Third Floor, Central)

Chinese Pongee at \$1 a Yard

Thousands of yards of this useful light-weight pongee silk, so practical for children's frocks, smocks and cool Summer wear of every kind. For those needing an inexpensive silk, it cannot be bettered at \$1. (First Floor, Chestnut)

Separate Skirts in the Smart Black and White

A very well-cut model of prunella cloth in a large black-and-white plaid. Full box-pleated, with the pleats stitched flat over the hips to give just the right line. One can imagine how well it will look with a black coat of any material. Sizes up to 32 waist. Priced \$22.50. (First Floor, Central)

New Skirtings From France

The very smart striped skirts to be worn with dark blue coats will be made of these new imported skirtings.

They are a serge weave in good dark blue, with Roman stripes, or a lattice-stripe pattern, or clusters of pin-stripes.

For plain or pleated skirtings they will be equally effective. 50 inches wide, priced \$3.75 a yard. (First Floor, Chestnut)

Colorful New Rugs From China

From an economic as well as from a furnishing standpoint, the appeal of Chinese rugs is being more and more appreciated. They have the substance that gives them good qualities for service; and when you come to think of it, that is the substance which goes to make a good investment. Artistically their value is strongly individual—no other rugs strike a note quite so emphatic. Where point and emphasis are aimed at in a scheme they are the answer.

It is understood that when we say Chinese rugs we mean good Chinese rugs, just such pieces as we shall show newly tomorrow, priced fairly on merit.

Chinese Rugs		
15.6x12 ft.	16x11.3 ft.	\$355
14.8x10.6 ft.	12.2x9.1 ft.	275
17x11 ft.	9.1x6.2 ft.	145
15.8x9 ft.	13.8x10.8 ft.	390
9.1x8 ft.	17.7x11 ft.	575
16.3x10.10 ft.	12.1x9.2 ft.	235
	15.10x11.2 ft.	445
	12.2x9 ft.	175

(Seventh Floor, Central)

Exquisite Hall-Marked Silver That Is a Joy to the Eye

In our Jewelry Store may be seen new a number of examples of silverware of the periods of George II, George III and George IV, the dates going from 1735 to 1823.

All these pieces are excellent examples of the periods to which they belong and their prices are moderate.

They are suggested as the most distinguished wedding gifts.

Date	Period	Price
Castor	1763 George III	\$500
Warmer and stand	1817 George III	410
Tray	1735 George II	230
Coffee pot	1802 George III	135
Tea caddy	1768 George III	197
Cake basket	1778 George III	285
Coffee pot	1803 George III	125
Cake basket	1782 George III	350
Tray	1808 George III	1250
Coffee pot	1784 George III	500
Tureen	1808 George III	210
Mug	1812 George III	255
Tureen	1752 George II	60
Waiter	1823 George IV	685
Cake basket	1812 George III	375
Pair candlesticks	1802 George III	200
Waiter	1748 George II	205
Handle cup	1813 George III	225
Hand cup	1775 George III	700
Urn	1798 George III	925
Vegetable dish	1764 George III	420
Tea service of five pieces	1801 George III	250
Tankard	1797 George III	1700
Ink stand	1748 George II	245
	1750 George II	875

(Jewelry Store, Main Floor, Chestnut)

Extra Large Suitcases for Foreign Travel

Fine black and tan cowhide is used in these cases, which are all sturdily built and with superior brass trimmings. Many have straps all around.

There are the regular suitcases, bellows cases and divided cases, some of the larger pieces having almost the capacity of a steamer trunk.

Prices start as low as \$12.75 for a 26-inch case and go to \$50 for a huge affair that you could travel around the world in. (Main Floor, Chestnut)

Save a Good Third on a Fine Baby Carriage

From the two leading manufacturers of baby carriages in America we procured two pullman sleepers which we can sell at the special prices of

\$27.50 and \$35

Reed bodies, fine upholstery, new gears and enamel finished in various colors. This is the briefest description, but any parents who see these carriages will know at a glance what unusual values they are. (Seventh Floor, Market)

White Slippers and Pumps for Children

For very little children we sell a fine, white buckskin slipper with the ankle-strap which looks particularly well on children, and light, turned soles. The baby's sizes—2 to 4½—are \$3.50. Sizes 5 to 8 are \$4.25.

For older children the same slipper, with suitably heavier sole, is \$5.50 for 8½ to 11 sizes, and \$6.75 for 11½ to 2 sizes. A favorite white canvas pump for the growing girl, with white heel, welted sole, and the last a growing girl should wear, is \$6. Sizes 2½ to 7.

A Good Small-Boy Shoe

This is a blucher oxford of heavy brown calf, with stout soles, broad toe and straight last—the kind of shoe a boy can wear for school or dress—and wear a long while. Sizes 11½ to 2. Priced \$5. (First Floor, Market)

500 Good Umbrellas at \$4 for Women and Men

The covers are all of silk-and-cotton—a material that is slightly and promises good wear. They have a silk tape edge, and are made on an eight-rib paragon frame.

The umbrellas for women are finished with wood handles with colored or white bakelite rings, and some have loops of leather or of silk. The men's umbrellas all have wood handles in hook style. (Main Floor, Market)

Clearing Out of Finest Silk Sweaters, \$18.75

If we should name the original prices of these fine, all-silk sweaters it would be almost unbelievable that they can be had now for \$18.75.

All were nearly double, and some much more than that. Tuxedo coat styles in navy, black, white, jade, tomato, peacock, gray. Slip-on and fine novelty models in these and other colors.

Surely a misnomer to call them "sweaters," for they are lovely enough for any but formal wear. (First Floor, Central)

A Good Everyday Handkerchief for Women

is that one at \$2 the dozen. It is of firm, snowy linen, that is every thread linen, too, and is finished with a narrow, hem-stitched hem. (West Aisle)

Here's a Fresh Batch of Honfleur Toilet Articles

Just down from the laboratories. So many women know and use these well-liked toilet preparations we are glad to announce this lot.

Toilet waters, 50c and 90c a bottle—l'Empire, violet and Bouquet Amour scents.

Talcum powder, 15c; violet, rose and l'Empire.

Skin cream, 40c a jar. Cleansing cream, 40c a jar. Youth and Beauty cream, 40c a jar.

Witch hazel, 40c, 70c bottle and \$2.65 a gallon. Wisteria vegetal, 75c.

Lilac vegetal, 75c a bottle. Bay rum, 90c and \$1.80 a bottle. Violet ammonia, 25c and 40c a bottle.

Sachet, 35c a bottle—rose, violet and l'Empire. (Main Floor, Chestnut)

A Real Opportunity in Scrim and Marquisette Curtains

Scrim curtains, 2¼ yards long, with three-inch hem and edge, now \$1 a pair, the first at this price in months.

Marquisette curtains, 2¼ yards long and with 2½-inch hem, now \$1.50 a pair.

Both are part of a recent special purchase and the prices in both cases are less than the material is now selling for. (Fifth Floor, Market)

Now Comes an Automatic Windshield Cleaner

"Swish-swish, swish-swish," back and forth like the pendulum of a clock this new cleaning device sweeps back and forth across the windshield of your car, keeping a generous-sized arc continually clean of rain, sleet or snow.

Both hands are free when you need them most, for the emergencies that arise in a storm. The action of your motor furnishes free power through a tube to the top of the windshield. Price, \$12.50. (The Gallery, Chestnut)

Turkish Towels of Special Merit at 50c and 75c Each

We have these towels made specially for ourselves with the idea of offering the best towels of the kind regularly obtainable at their prices.

Both are well woven of good, absorbent cotton yarn, and full bleached. Those at 50c each are in size 21x40 inches, with red borders or all-white.

The towels at 75c each are in plain white, woven with heavy two-ply yarn and finished with hemmed ends, size 22x46 inches. (First Floor, Chestnut)

Old Fashioned

Stick Candy, 50c a Pound

Lime and lemon and mint and clove and all the other old-time delectable flavors are included. The sticks are of pure candy, and we make them in our own kitchen. 50c a pound.

Cream-covered caramels are smooth, rich squares of caramel, dipped in the most delicious cream—80c a pound.

Jack Horner pies, bonbons and baskets for May parties are here in splendid assortment, and at moderate prices. (Down Stairs Store, Chestnut)

Low-Priced Summer Rugs

Good weaves, good colors, good designs.

Japanese Straw Rugs
9x12 ft., \$6.75 8x10 ft., \$5.50
6x9 ft., \$3.50

Colonial Rag Rugs
9x12 ft., \$12.75 9x15 ft., \$18
7.6x10.6 ft., \$10.50
12x12 ft., \$20 6x9 ft., \$6.75
12x15 ft., \$24.50
(Seventh Floor, Chestnut)



Men's New Spring Suits in the London Shop

It goes without saying that the men's suits in the London Shop are superfine in both fashion and tailoring. The fame of the London Shop is such that that is now taken for granted.

But what is news, and good news, is the fact that prices are decidedly lower than last year.

The materials used in the suits are unfinished worsteds, chevots, claddis and blackthorns, in good Spring shades of gray, tan, blue and brownish mixtures.

Coats are in single and double breasted styles, two, three and four button models, and you will notice that they hang somewhat straighter than the form-fitting types seen in commonplace clothing.

This year's prices are \$45 to \$68.50. (The Gallery, Chestnut)

Distinctive Straw Hats to Suit All Men

No other store assembles so many styles of men's straw hats and no other has such a variety of shapes as Wanamaker's. Here are light weights, heavy weights and in-between weights, according to your taste. Made in proportions to suit every facial contour.

It is not necessary here to persuade a little man to buy a big hat or a large man to take a dinky hat. There is full assortment, even up to such unusual sizes as 7½ and 7¾.

It is worth remembering that the London-made hats shown here outlast in freshness two ordinary straw hats. Prices, \$3 to \$6. (Main Floor, Market)

Men's Fine Heavy Silk Shirts for \$7.50

This is getting back close to the price that silk shirts used to be.

The fabric in these shirts is a heavy silk broadcloth, very noticeably different from the material usually found in silk shirts at this moderate price.

Designs are all beautiful colored stripes. (Main Floor, Market)

Men, Here Are Silk Socks for 50c a Pair!

Good, sturdy socks, too. Not the thin, flimsy kind you might expect at such a low price. These are the best examples we know of socks of this type.

Elsewhere these goods are selling for at least a third more than we have marked them and up to a short time ago they were higher priced in our regular stocks.

Black, navy, cordovan, smoke and white—and well worth buying by the dozen or half dozen at 50c a pair. (Main Floor, Market)

Men's Dress Oxfords for \$7.50 a Pair

Two fine looking low shoes that have the appearance of much higher-priced footwear. One is of patent leather and the other of dull black calfskin.

Both have perfectly plain toes of very graceful shape, light welted soles and flat heels. (Main Floor, Market)

\$35 for a Domestic Science Fireless Cooker

This special price represents an emphatic reduction, and housewives are taking advantage of it to eliminate some of the kitchen heat and drudgery.

We believe the Domestic Science Fireless Cooker to be the best on the market.

This particular model has enamel-finish steel cabinet with seamless stamped aluminum cooking compartments, all aluminum utensils, scientific insulation, patented water-seal heat-lock and automatic heat-conserving valve. Eight-quart kettle, three-quart kettle, triplicate cooking cans of two-quart capacity each, four stones, thermometer, cake rack, pie rack, radiator rack and hook.

Tomorrow we will roast beef and potatoes and bake pie and muffins in the same cooker at the same time.

A splendid \$35 worth for any housewife. (Fourth Floor, Market)

The Best Kind of Low Priced Upholstered Furniture at a 30 Per Cent Saving

In regular, standard furniture we don't know anything in which so many people are particularly interested just now as upholstered furniture for living rooms and libraries, more especially the kind of upholstered furniture that is both low priced and dependable. The recent purchase of overstuffed tapestry-covered furniture which we are now selling answers that description exactly. It is both low priced and dependable and, what is more, it carries a saving of 30 per cent from the latest low market prices.

It is furniture of sound quality, made of clean, dependable materials and free from the trashy stuffs so often put into furniture of this kind to make a low price possible.

You can buy a complete suit or as many single pieces as you wish. There are eight patterns to choose from, all upholstered in tapestry. In addition, there are two excellent suits in cane.

Davenport, 7 feet long, upholstered in tapestry, full spring seats and back, wide roll arms, loose seat cushions, \$125.

Easy arm chair to match, \$46. Rocker to match, \$46. Davenport upholstered in tapestry, spring seats and back, loose seat cushions, 6.6 feet long, \$105.

Easy chair to match, \$32. Fireside chair to match, \$60. (Fifth Floor, Chestnut)

Large easy chair to match, \$78. Fireside chair, \$75. Tapestry-covered davenport, 6.6 feet long, free spring seats and back, \$75. Easy chair to match, \$46. Rocker to match, \$46. Davenport upholstered in tapestry, spring seats and back, loose seat cushions, 6.6 feet long, \$105. Easy chair to match, \$32. Fireside chair to match, \$60. Mahogany suit, cane backs, seats upholstered in velour; sofa, \$50; arm chair, \$28; rocker, \$30. Mahogany cane-back suit, upholstered in velour—sofa, \$50; arm chair, \$34; fireside chair, \$42. Upholstered in tapestry, full spring seats and backs, loose seat cushions, davenport 7 feet long, wide spring arms, \$100; easy arm chair to match, \$54; easy rocker to match, \$54.